

**The American Livestock Breeds Conservancy
2009 Annual Conference
Clarion Hotel State Capital, Raleigh, North Carolina
Breed Association Clinic, November 13, 2009
Agenda and Content Outline**

Five Keys to Breed Association Success

- 3:30 pm Welcome and Introductions – Chuck Bassett
Presenters and attendees introduce themselves and provide a short bio
- Involvement in or with a breed association
 - Expectations for the workshop
- 3:45 pm Five Keys to Breed Association Success – Chuck Bassett
- Breed Standard/Definition: Prescription of how an animal should look or a description of how an animal does look
 - Governance: Organizational structure, policies and standard operating procedures, decision-making, and conflict resolution
 - Registry: Specific activities that revolve around documenting, managing, and monitoring the mating and genetic contribution of individual animals of a breed, as well as the breed as a whole
 - Form and Function: Purpose and responsibilities
 - Membership Services: Coordination, communication, and education
- 3:50 pm Breed Standard – Phil Sponenberg
Development of a Breed Standard
- Prescriptive approach for standardized breeds versus descriptive approach for landraces
 - Consequences of the prescriptive and descriptive approach
 - Example of a good, specific breed standard and breed description
- Breed Type
- Phenotype: combination of appearance, performance, and behavior
 - “Typiness”: relative degree to which individuals express the type traits, and represent the breed in its uniqueness within the species
- Changes to the Breed Standard
- Rarely needed or advised, and highly charged politically
 - Document need, explain why changes are proposed, and describe potential effects of the changes
 - Present changes to and obtain approval by the general membership in an association

- 4:00 pm Governance – Chuck Bassett and James McConnell
- Mission Statement
 - Charter and/or Bylaws
 - Code of Ethics
 - Leadership
 - Succession
 - Financial and Legal
 - Conflict Resolution/Personal Agendas
- 4:30 pm Registry – David Kendall and Phil Sponenberg
- Registry is to validate individual livestock animals as being of a specific breed
 - In general, poultry have no form of identity validation aside from external phenotype and such validations are accomplished by breed clubs or by a umbrella organization such as the American Poultry Association
 - Pedigrees are records of animal ancestry, and recording pedigrees is a function of most breed registries
 - Swine and rabbit breeders are likely to use litter recording systems because they track multiple offspring
 - Stud reports are used by some breed associations, usually for horse breeds, to track the level of breeding activity that is accomplished within a breed
 - Breeders generally only register those animals that they are likely to use themselves or sell to others as purebred breeding stock
 - Registrations give a accurate picture of purebred breeding within a breed, allow for tracking individuals within a breed, and help to identify and salvage genetic material that might otherwise be lost to a breed
 - Many breed associations have “closed” registry herdbooks, which refers to a requirement that only animals with a registered sire and dam are themselves eligible for registration
 - Herdbooks for most landrace breeds should remain open so that new candidates can be included and the entire breed can be recognized
- 4:45 pm Breed Association Form and Function – David Kendall, James McConnell, Shannon Nichols, and Phil Sponenberg
Purpose and Responsibilities
- Biological management
 - Promotion of a breed
 - Monitoring breed populations
 - Recruitment of new breeders

5:15 pm Membership Services – Chuck Bassett and David Kendall

- Timely communication
- Breeder education
- Dealing with disagreement and dissent
- Efficient processing of registrations
- Inclusiveness
- Neutrality and evenhandedness
- Consultative and consensual
- Demonstrates the core values of the institution
- Dues and membership fees
- Registration fees
- Transaction fees

5:30 pm Conflict Resolution Case Study – Presenters and Attendees

Founding board member and long-time President of a breed association decides, without notice, to resign his/her office. He/she was instrumental in the formation of the breed association, worked to develop the breed standard/description, drafted governance documents, and put financial systems in place. Of greatest importance, however, was his/her ability to manage and appease the various factions within the breed association membership without rancor or dissent.

In its efforts to fill the leadership vacuum created by the sudden resignation of the President, the association's Board of Directors discovered that there were some members of the breed association that wanted change. Those wanting change were not pleased with broad phenotype definition found in the breed standard/description, and they wanted to redefine the breed so as to better position it within the marketplace and increase profit. They argued that such changes would result in more breeders and producers. The status quo group saw no need for change as the breed and the breed association has grown and prospered for over a decade.

Working with a partner, define and develop the steps you would take to successfully resolve this conflict. What are the potential positive and negative outcomes of your approach? What might you do to minimize the negatives?

6:00 pm Adjourn